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# Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2486

Nov. 30, 1990

**GLOBAL CHANGES** -- Large waves of change are pressing the globe & demanding immediate attention, says Secretary of Agriculture Clayton Yeutter. "There is profound economic and political change in Eastern Europe; the Middle East has entered a period of intensified crisis; and we are in the closing days of the most important multilateral trade negotiations in at least a generation," Yeutter said at the 67th Annual Outlook Conference Nov. 27. "All of these global issues touch agriculture." **Contact:** Kelly Shipp (202) 447-4623.

**WORLD AG OUTLOOK** -- 1991 should be a year of near-record incomes for U.S. farmers, says Jim Donald, chair of USDA's World Ag Outlook Board. "Cash receipts will rise, with larger marketings and higher prices for a few commodities," Donald says. The 1991 outlook calls for larger food supplies, dampened inflation & a slower rise in food prices. Donald predicts retail food prices will increase 2 to 5 percent, well below the 6-percent increase for this year. U.S. acreage will expand for several crops, as producers take advantage of more planting flexibility under new farm program provisions.

The big news next year will be grains, and plenty of it, says Donald. For the last three years, the world has been using more grain than it produces, working down stocks. But production shot ahead this year. While grain consumption is rising by another 2 percent in 1990-92, production is up 5 percent to a new record, Donald says. Wheat accounts for much of this year's grain crop increase. **Contact:** Ray Bridge (202) 447-5447.

**CONFUSED ABOUT THE FARM BILL?** USDA has a new briefing booklet to help you understand U.S. farm policy in light of the recently passed 1990 Farm Act. It includes descriptions of target prices, loan rates, deficiency payments & new planting flexibility provisions. The booklet is based on materials supplied by Keith Collins & Larry Salathe of USDA's Economic Analysis Staff and by various researchers in USDA's Economic Research Service. To get a copy of "The 1990 Farm Act & The 1990 Budget Reconciliation Act," call: Marci Hilt (202) 447-6445. We also have copies of the new Economic Research Service phone book. **Media only, please.**

**"NO, NO, NO. I'M NOT GOING ANYWHERE!"** That's what Secretary of Agriculture Clayton Yeutter told participants at the keynote session of the 67's Annual Outlook Conference. Yeutter was responding to rumors he plans to resign as Agriculture Secretary soon. "We'll do the best we can for American agriculture next week," Yeutter said, before leaving for the GATT talks. **Contact:** Kelly Shipp (202) 447-4623.

**HOW ACCURATELY DO PEOPLE PERCEIVE THEIR DIETS?** Preliminary data from USDA suggests diet perceptions & reality do not always match. According to **Linda Cleveland & Katherine Tippet** more than 40 percent of people they asked about their diet said theirs was "about right" in fat. However, in USDA's 1985 survey, USDA found only 12 percent of women 19 to 50-years-old had fat intakes at or below 30 percent of calories. Cleveland & Tippet are analyzing data from the first national survey specifically designed to determine how people's attitudes & knowledge about healthy eating influence their food choices. **Contact: Linda Cleveland & Katherine Tippet (301) 436-5724.**

**SOY INK --** For the first time, USDA has printed a booklet using soy ink. USDA printed 1,000 copies of the eight-page pamphlet, "1990 Preliminary New Crop Hard Red Spring Wheat Report," earlier this month. Not only does using soy ink use ag-based resources, it helps reduce our reliance on petroleum-based products. Other advantages include better readability on newspaper & uncoated paper; & soy ink is considered less harmful to the environment than petroleum-based ink. **Contact: Al Maruggi (202) 447-5654.**

**OCEAN SHIPPING REPORT --** Industry opinion surveys show ag shippers favor ocean liner regulation that promotes increased carrier competition, freight contracting, rate-making flexibility & dissemination of market info, a new USDA report says. "Our survey results indicate most shippers want the unrestricted ability to negotiate freight contracts with individual carriers," says **Martin F. Fitzpatrick, Jr.**, administrator of USDA's Office of Transportation. Copies of the study: "The Shipping Act of 1984: Surveys of Agricultural Shippers," are available by calling (202) 245-5334. **Contact: Larry Mark (202) 447-3977.**

**COMBINE BIRD-FEEDING & WATCHING --** One of the best ways to enjoy our feathered wildlife is to feed birds. "Compared to other forms of recreation, bird-feeding and bird-watching are two inexpensive leisure activities," says **James Fowler**, a wildlife management specialist with the Louisiana Cooperative Extension Service. "Birds are diverse, colorful and entertaining. They add life to a sometimes monotonous winter landscape," he says. Fowler has many tips for feeding & watching birds, including what birdseed to buy, where to put your feeder and how to cope with squirrels. **Contact: James Fowler (504) 388-4141,**

**SWEDES CRAVE CRAYFISH --** U.S. producers & exports are cashing in on the fact that Swedish consumers eat 2,500 to 3,000 metric tons of crayfish every year. "In 1989, U.S. crayfish sales to Sweden increased to nearly \$17 million from \$6 million only the year before," says **Gordon Nicks**, U.S. ag attache in Stockholm. U.S. crayfish now account for 87 percent of Sweden's total crayfish imports. **Contact: Rebecca Broeking (202) 475-4291.**

**DON'T MISS GATT --** Don't forget -- USDA Radio's **Brenda Curtis** will provide radio coverage of the GATT trade talks from Brussels. Check USDA's Radio Newslines on (202) 488-8358 or 8359.

## FROM OUR RADIO SERVICE

**AGRICULTURE USA #1747** -- Here's some great tips to let you enjoy the holidays without overeating & putting on five or ten pounds. On this edition, **Brenda Curtis** talks with two top nutrition experts about the holidays & your diet. Curtis even commits to trying to maintain her weight during this festive & caloric season. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME #1228** -- Christmas tree prices; holiday pig-outs; Holidays & your weight; Chardonnay or Reisling; Christmas tree care. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE NEWS & FEATURES #1745** -- USDA News Highlights; agricultural outlook; farm financial outlook; farm trade outlook; higher export outlook for cereals. (Weekly reel of news features.)

**NEWS FEATURE FIVE #1348** -- Nutrition & cataracts; zapping grapefruit; dish soap & oil kill bugs; mite fights bindweed; options for beekeepers. (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE** -- Dec. 4, 5, 6 & 7 **Brenda Curtis** reports from Brussels on the multilateral trade talks of the GATT; Tues., Dec. 11, U.S. crop production, world ag supply & demand, weekly weather & crop; Dec. 12, ag income & finance outlook world oilseed situation, world cotton situation, world ag & grain situation.

**DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

Material changed at 5 p.m., EST, each working day.

**FROM OUR TELEVISION NEWS SERVICE**  
(Week of Nov. 29, Dec. 1 & Dec. 3)

**ACTUALITIES** -- President **George Bush** signs the 1990 farm bill; Sec. of Ag. **Clayton Yeutter** talks with reporters in Washington about GATT progress & delivers keynote address to USDA's Outlook Conference; **Greg Gajewski**, USDA economist, with the latest ag outlook; **Ralph Parlett**, USDA economist, with a food price forecast; **Steve MacDonald**, USDA economist, on U.S. farm exports; USDA Economist **Phil Scronce** with a feedgrains outlook; **Norton Strommen**, USDA meteorologist, with a crop & weather update.

**FEATURES** -- **Will Pemble** reports on a new control for super-resistant hornflies.

**UPCOMING** -- **Pat O'Leary** reports on wholesale marketing of farm products; **DeBoria Janifer** on Christmas trees; **Lynn Wyvill** reports on updated dietary guidelines for Americans.

Available on Satellite **Westar IV**, Transponder 12D (Channel 23), audio 6.2 or 6.8:

THURSDAY . . . . 7:30 - 7:45 p.m., EST  
SATURDAY . . . . 10:00 - 10:45 a.m., EST  
MONDAY . . . . 8:00 - 8:45 a.m., EST



## OFFMIKE

**AT THE END...**of the growing season most producers experienced a normal year in the region served by **Gordon Barnes** (KSSN, Little Rock, Ark.). Planting was delayed in the spring due to flooding, and late summer was hot and dry, but generally it was an average year for production costs and income. Gordon is beginning the meeting season by covering the state Farm Bureau convention.

**CORN YIELDS...**were at expectations, says **Heidi Burgess** (WDZ/WDZQ, Decatur, Ill.). Harvest was late but the feared early frost didn't materialize. It may, however, have affected attendance at the Illinois Corn Conference. Attendance was down, many producers were getting in the crop. Station planning is already underway for the Farm Progress Show, scheduled for September 1991 near Decatur. Heidi reports that her station's first Thanksgiving food drive, "Day of Thanks, Day of Giving," was successful, raising food to feed 150 needy families. Heidi replaces **Jane Aumann** who is working in family businesses and doing free-lance work.

### ***Farm Broadcasters Letter***

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**LIVE COVERAGE...**of the annual Kansas Livestock Association meeting and the Kansas Farm Bureau convention was conducted by **Rex Childs** (KFDI, Wichita, Kan.). Most of his noon hour program was devoted to the events. Rex says the 1990 wheat harvest in his area was on target, and that winter wheat is looking great thanks to sufficient ground moisture.

**GOOD HARVEST...**of wheat but sharp drop in prices has depressed the local economy and attitudes, says **Wey Simpson** (KAQQ, Spokane, Wash.). New equipment sales were brisk earlier this year, but the market for used items is strong now.

**CONGRATULATIONS...**to **Cindy Zimmerman** (Florida Agrinet, Ocala) for receiving the University of Illinois' 1990 Oscars in Agriculture. The top individual radio award recognized her series on the controversy surrounding nursery canker.

A handwritten signature in cursive script, appearing to read "Vic Powell".

**VIC POWELL**  
Chief, Radio & TV Division